

## ABSTRACT

An electronic price label (ESL) system with a reduced power consumption ESL is described. In one aspect, an ESL system and method conserves battery power by removing power from certain ESL components which are utilized to receive messages during time periods in which the ESL is not scheduled to receive messages. The host computer system transmits a power save command to the ESL instructing the ESL to cease downlink monitoring and remove power from at least a portion of the receiver circuitry. The power save command includes a start time and a predetermined time period, both which are stored in ESL registers. Alternatively, the power save command may include a start time and an end time. When the start time occurs, the ESL circuitry removes the power from the receiver and ceases downlink monitoring for messages, thus reducing the power consumed by the ESL. When the predetermined time period has passed, or when the end time occurs, the ESL circuitry restores power to the receiver, allowing the ESL to receive messages. A single broadcast message may be sent to all ESLs in a store, or a group of ESLs, allowing all the ESL receivers to be turned off in an efficient manner.